

Census Has Business Data?

An Update on the
2017 Economic Census
Data Released for AR, FL,
GA, MI, NM, OK, and TX

Economic Census webinar
July 21st, 2020

Presented by: Earlene KP Dowell and
Andrew W. Hait U.S. Census Bureau



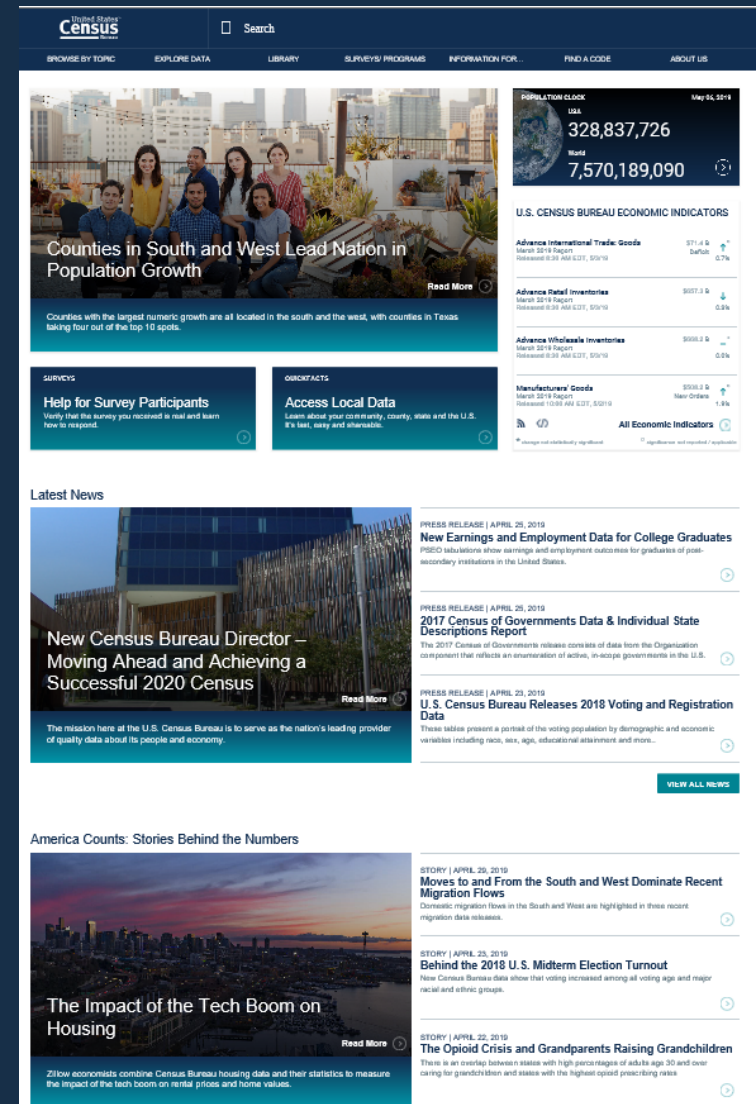
2017 Economic Census Webinar Series

Planned Schedule for State- and Sector-Based Webinars

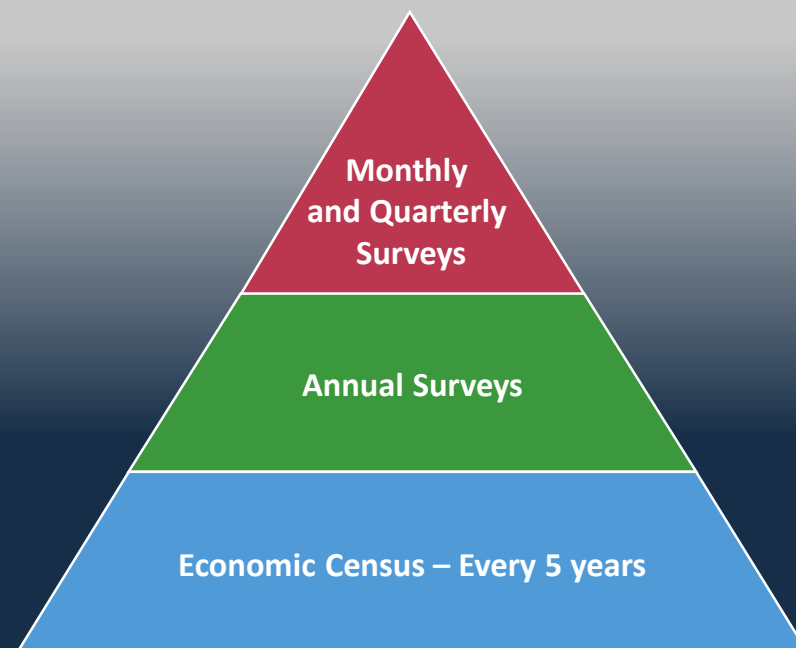
Date	States (Tuesdays)	Date	Sectors (NAICS code) (Thursdays except 3/11)
19-Feb	CT, MA, ME, NH, RI, & VT		
10-Mar	AZ, CA, CO, HI, & NV	11-Mar	Utilities (22)
24-Mar	AK, ID, MT, OR, UT, WA, & WY	26-Mar	Transportation and Warehousing (48-49)
7-Apr	DC, DE, NJ, NY, and PA	9-Apr	Finance and Insurance (52)
21-Apr	MD, VA, & WV	23-Apr	Real Estate and Rental and Leasing (53)
5-May	KY & OH	7-May	Health Care and Social Assistance (62)
19-May	AL, LA, MS, NC, SC, & TN	21-May	Services: Information (51), Prof, Sci, and Tech Services (54), Admin & Support and Waste Mgmt and Remed Services (56), Educational Services (61), Arts, Entertainment, and Recreation (71), and Other Services (81)
9-Jun	IA, NE, & SD	11-Jun	Accommodation and Food Services (72)
23-Jun	IL, IN, KS, MO, MN, ND, & WI	25-Jun	Wholesale (42) and Retail (44-45)
21-Jul	AR, FL, GA, MI, NM, OK, & TX	23-Jul	Management of Companies and Enterprises (55)
		3-Sept	Mining (21), Construction (23), and Manufacturing (31-33)

About the Census Bureau

- The U.S. Census Bureau is the federal government's largest statistical agency.
- We conduct more than 130 censuses and surveys each year, including
 - **The Decennial Census** – the once-a-decade population and housing count of the United States
 - **The American Community Survey** – the ongoing annual survey of the nation's population
 - **The Census of Governments** – identifies the scope and nature of the nation's state and local government sector
 - **The Economic Census** – the official five-year measure of American business
- Our mission is to serve as the leading source of quality data about America's people, places, and economy.



<https://www.census.gov/>



Census Economic Surveys

- Census Bureau Economic Surveys are a key source for official statistics companies can use:
 - Monthly and Quarterly are small sample surveys that provide the most **TIMELY** data available
 - Annual surveys have larger samples and provide the most up-to-date **TREND** data available
 - Every 5 years, the Economic Census measures all businesses and provides the most **COMPREHENSIVE** data available
- These surveys set the standard for U.S. economic statistics, and are fueled by the data provided by individual businesses

The *Economic Census (EC)*

- NAICS: Every 2- thru 6-digit code covered by the Census Bureau
 - Excludes Agriculture (NAICS 11) and other selected types of business (see https://www.census.gov/programs-surveys/economic-census/guidance/understanding-naics.html#par_textimage for full list of exclusions)
- Geography: Provides data at the national, state, metro area, county, and place levels
- Other Dimensions: Data by business size, Franchise status, etc.
- Over 200 data variables shown, including variables like the number of establishments, employment, payroll, and sales plus sector-specific variables (inventories, assets, expenses, etc.)
- Product Lines data
- Released on data.census.gov, *Census Business Builder*, and other Census tools

Also have related data based on the race, ethnicity, gender, and veteran status of the business owner in the *Survey of Business Owners* and the *Annual Survey of Entrepreneurs*



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+

**STATS ON EVERY INDUSTRY
AND GEOGRAPHY**

=

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2017 Economic Census

See How It All Adds Up



2017 Economic Census Planned Data Product Releases

2017 Economic Census Planned Data Product Releases

Statistics Set	Report Title	Planned Release Date or Date Range
Core Business Statistics	Economy Wide Business Statistics for the U.S. - First Look	September 2019
	Comparative Statistics for the U.S. (2012 NAICS Basis): 2017 and 2012	December 2021
	Bridge Statistics for the U.S. (2012 NAICS Basis): 2017 and 2012	December 2021
	Franchise	December 2021
Geographic Area Statistics (U.S., States, and Selected Geographies)	Mining: Geographic Area Statistics	January 2020 - November 2020
	Construction: Geographic Area Statistics	
	Manufacturing: Geographic Area Statistics	
	Wholesale Trade: Geographic Area Statistics	
	Retail Trade: Geographic Area Statistics	
	Services: Geographic Area Statistics	
Product Statistics	Product Statistics: NAICS x NAPCS for the U.S. and States where applicable	November 2020
	Product Statistics: NAPCS x NAICS for the U.S.	

Establishment and Firm Size Statistics	Estab & Firm Size Summary Statistics by Revenue Size of Establishments	November 2020 - September 2021
	Estab & Firm Size Summary Statistics by Employment Size of Establishments	
	Estab & Firm Size Summary Statistics for Single Unit and Multiunit Firms	
	Estab & Firm Size Summary Statistics by Revenue Size of Firms	
	Estab & Firm Size Summary Statistics by Employment Size of Firms	
	Estab & Firm Size Summary Statistics by Concentration of Largest Firms	
Miscellaneous Statistics	Estab & Firm Size Summary Statistics by Legal Form of Organization	
	Manufacturing: Detailed Statistics for the U.S.	
	Construction: Detailed Statistics for the U.S., Regions, and States	
	Mining: Detailed Statistics for the U.S.	
	Mining: Miscellaneous Subjects	
	Construction: Miscellaneous Subjects	
	Manufacturing: Miscellaneous Subjects	
	Services: Miscellaneous Subjects	
	Wholesale Trade: Miscellaneous Subjects	
	Retail Trade: Miscellaneous Subjects	

2017 Economic Census GAS Release Resources

<https://www.census.gov/programs-surveys/economic-census/news-updates/releases.html>

News

Updates

Blog Posts

< Back to Economic
Census News &
Updates



Release Information

The 2017 Economic Census is being released on a flow basis between September 2019 and December 2021. This page will help you keep track of what is being released.

What's Been Released

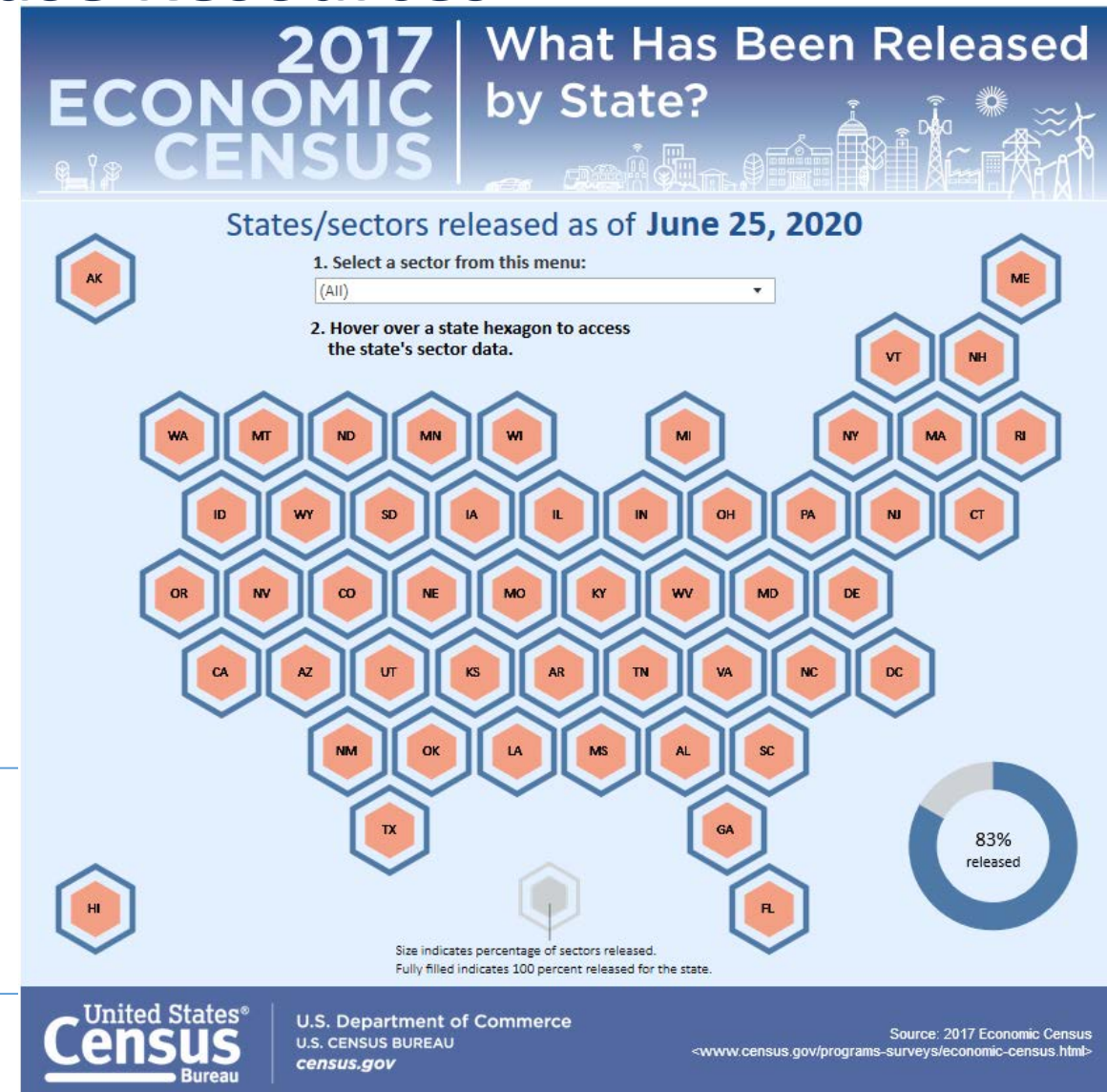
This file is a full list of every release so far for the 2017 Economic Census. This list is updated every Monday.

[What's Been Released](#) [<1.0 MB]

Upcoming Releases

This file is a tentative list of Pubs that may be released in the next 30 days. View the full release schedule [here](#). This list is updated every Monday.

[Upcoming Releases](#) [<1.0 MB]



Key Changes in the 2017 Economic Census

- **Geographic area** changes (counties, places, metros)
 - No ZIP Code data (see ZIP Code Business Patterns)
 - No Place data for Manufacturing
- **North American Industry Classification System (NAICS)** changes
- The New North American Product Classification System (NAPCS) (replaces old “Product Lines” tables)
- Other changes, including:
 - New Disclosure Rules (and their impacts)
 - New data.census.gov dissemination platform

For a summary of the key changes, view our recorded webinar at

<https://www.census.gov/data/academy/webinars/2019/2017-econ-census.html>

Geographic Area Changes for Arkansas

Visit <https://www.census.gov/programs-surveys/economic-census/geographies.html> for more information

- **1 new Micro Area (Hope, AR)**
 - Made up of Hempstead and Nevada Counties (both non-metro in 2012)
- **185 economic place changes**
 - **93** Places with Area Gain
 - **82** Places with Area Loss
 - **1** Place with a name change
 - Bella Vista town now city
 - **9** New Places
 - **2** Dropped Places

2017 Economic Census

Economic Place Changes from 2012 to 2017 for: Arkansas

Added Places

(Cross-over place parts highlighted in blue)

COUNTY Code	TITLE	PLACE Code	TITLE
007	Benton County	05740	Bethel Heights city
		28360	Gravette city
015	Carroll County	32650	Holiday Island CDP
017	Chicot County	18520	Dermott city
031	Craighead County	09100	Brookland city
063	Independence County	65630	Southside city
085	Lonoke County	02860	Austin city
131	Sebastian County	38890	Lavaca city
143	Washington County	69740	Tontitown city

Dropped Places

COUNTY Code	TITLE	PLACE Code	TITLE
015	Carroll County	22240	Eureka Springs city
017	Chicot County	38170	Lake Village city

Geographic Area Changes for Florida

Visit <https://www.census.gov/programs-surveys/economic-census/geographies.html> for more information

- New Pensacola-Ferry Pass FL-AL CSA
- 356 economic place changes
 - 191 Places with Area Gain
 - 148 Places with Area Loss
 - 1 Place with a name change
 - Estero CDP now village
 - 14 New Places
 - 10 Dropped Places

2017 Economic Census

Economic Place Changes from 2012 to 2017 for: Florida

Added Places

(Cross-over place parts highlighted in blue)

COUNTY Code	TITLE	PLACE Code	TITLE
011	Broward County	61807	Roosevelt Gardens CDP
		75225	Washington Park CDP
017	Citrus County	33958	Inverness Highlands North CDP
021	Collier County	74235	Verona Walk CDP
043	Glades County	46550	Moore Haven city
055	Highlands County	38625	Lake Placid town
061	Indian River County	78225	Winter Beach CDP
075	Levy County	42787	Manatee Road CDP
086	Miami-Dade County	74575	Virginia Gardens village
087	Monroe County	06350	Big Coppitt Key CDP
095	Orange County	04150	Bay Lake city
		78050	Windermere town
097	Osceola County	09875	Campbell CDP
101	Pasco County	13965	Connerton CDP

Geographic Area Changes for Georgia

Visit <https://www.census.gov/programs-surveys/economic-census/geographies.html> for more information

- **2 Metro Area changes**
 - Macon-Bibb County-Warner Robbins CSA name changed
 - New Eufaula AL-GA Micro Area
- **267 economic place changes**
 - **140** Places with Area Gain
 - **98** Places with Area Loss
 - **6** Places with a name change
 - **16** New Places
 - **4** Dropped Places

2017 Economic Census

Economic Place Changes from 2012 to 2017 for: Georgia

Added Places

(Cross-over place parts highlighted in blue)

COUNTY Code	TITLE	PLACE Code	TITLE
013	Barrow County	73312	Statham city
021	Bibb County	49008	Macon-Bibb County
		59584	Payne city
029	Bryan County	60004	Pembroke city
037	Calhoun County	52696	Morgan city
047	Catoosa County	41036	Indian Springs CDP
051	Chatham County	41484	Isle of Hope CDP
067	Cobb County	67284	Roswell city
089	DeKalb County	46860	Lithonia city
		73784	Stonecrest city
101	Echols County	26156	Echols County consolidated government
121	Fulton County	15552	Chattahoochee Hills city
135	Gwinnett County	59735	Peachtree Corners city
163	Jefferson County	47560	Louisville city
		84456	Wrens city
167	Johnson County	84512	Wrightsville city
191	McIntosh County	21716	Darien city

Geographic Area Changes for Michigan

Visit <https://www.census.gov/programs-surveys/economic-census/geographies.html> for more information

- No Metro changes
- 551 economic place changes
 - 253 Places with Area Gain
 - 266 Places with Area Loss
 - 12 Places with a name change
 - 20 New Places
 - 11 Dropped Place

2017 Economic Census

Economic Place Changes from 2012 to 2017 for: Michigan

Added Places

(Cross-over place parts highlighted in blue)

COUNTY Code	TITLE	PLACE Code	TITLE
013	Baraga County	05320	Baraga village
021	Berrien County	07860	Berrien Springs village
		57230	New Buffalo township
		64480	Pipestone township
037	Clinton County	46000	Lansing city
		60440	Olive township
047	Emmet County	48080	Little Traverse township
051	Gladwin County	70500	Sage township
059	Hillsdale County	41920	Jonesville city
077	Kalamazoo County	16460	Climax township
089	Leelanau County	08440	Bingham township
091	Lenawee County	55500	Morenci city
093	Livingston County	64140	Pinckney village
097	Mackinac County	70840	St. Ignace city
101	Manistee County	28040	Filer charter township
103	Marquette County	71460	Sands township
139	Ottawa County	15300	Chester township
		65320	Polkton charter township
151	Sanilac County	18920	Croswell city
157	Tuscola County	13880	Cass City village

Geographic Area Changes for New Mexico

Visit <https://www.census.gov/programs-surveys/economic-census/geographies.html> for more information

- New Ruidoso Micro Area
- 104 economic place changes
 - 46 Places with Area Gain
 - 53 Places with Area Loss
 - 2 Places with a name change
 - Rio Communities CDP now city
 - Kirtland CDP now city
 - 3 New Places
 - 3 Dropped Places

2017 Economic Census

Economic Place Changes from 2012 to 2017 for: New Mexico

Added Places

(Cross-over place parts highlighted in blue)

COUNTY Code	TITLE	PLACE Code	TITLE
031	McKinley County	18940	Crownpoint CDP
043	Sandoval County	67450	San Felipe Pueblo CDP
		70810	Santo Domingo Pueblo CDP

Dropped Places

COUNTY Code	TITLE	PLACE Code	TITLE
000	Cross-Over Place Total	14950	Chimayo CDP
039	Rio Arriba County	14950	Chimayo CDP
		21390	Dulce CDP
049	Santa Fe County	14950	Chimayo CDP
055	Taos County	61710	Ranchos de Taos CDP

Geographic Area Changes for Oklahoma

Visit <https://www.census.gov/programs-surveys/economic-census/geographies.html> for more information

- **2 Metro changes**
 - Dallas-Fort Worth TX-OK CSA added a new Micro Area
 - Enid Micro Area now a Metro Area
- **115 economic place changes**
 - **62** Places with Area Gain
 - **49** Places with Area Loss
 - **1** Place with a name change
 - McCloud town now city
 - **3** New Places
 - **1** Dropped Place

2017 Economic Census

Economic Place Changes from 2012 to 2017 for: Oklahoma

Added Places

(Cross-over place parts highlighted in blue)

COUNTY Code	TITLE	PLACE Code	TITLE
013	Bryan County	10950	Calera town
031	Comanche County	23450	Elgin city
079	Le Flore County	69350	Spiro town

Dropped Places

COUNTY Code	TITLE	PLACE Code	TITLE
143	Tulsa County	75150	Turley CDP

Geographic Area Changes for Texas

Visit <https://www.census.gov/programs-surveys/economic-census/geographies.html> for more information

- Dallas-Fort Worth TX-OK CSA now includes a new Micro Area (Bonham)
- 694 economic place changes
 - 377 Places with Area Gain
 - 251 Places with Area Loss
 - 7 Places with a name change
 - 40 New Places
 - 6 Dropped Places

Dropped Places

COUNTY Code	TITLE	PLACE Code	TITLE
000	Cross-Over Place Total	37936	Jollyville CDP
		54432	Overton city
023	Baylor County	66968	Seymour city
095	Concho County	22552	Eden city
187	Guadalupe County	45948	McQueeney CDP
323	Maverick County	41583	Las Quintas Fronterizas CDP
401	Rusk County	54432	Overton city
423	Smith County	54432	Overton city
453	Travis County	37936	Jollyville CDP
491	Williamson County	37936	Jollyville CDP

NAICS



- The standard used by US Federal statistical agencies to classify businesses
- Developed by **OMB**, [Statistics Canada](#), and [Mexico's stat agency](#) (INEGI)
- Helps ensure statistical **comparability** across North American countries
- Adopted in **1997** and updated every 5 years (see the [2017 NAICS Manual](#))
- Types of Changes
 - **One-to-One (Recodes)**, **Many-to-One (Combos)**, and **Many-to-Many**
 - One-to-Many (Splitters) (none for 2017, few in 2012)

NAICS Changes for 2017

- Mining

2012 NAICS Code	2012 NAICS U.S. Description	2017 NAICS Code	2017 NAICS U.S. Description
211111	Crude Petroleum and Natural Gas Extraction <i>crude petroleum extraction</i>	211120	Crude Petroleum Extraction
	<i>natural gas extraction</i>	211130	Natural Gas Extraction
211112	Natural Gas Liquid Extraction		
212231	Lead Ore and Zinc Ore Mining	212230	Copper, Nickel, Lead, and Zinc Mining
212234	Copper Ore and Nickel Ore Mining		

- Manufacturing

- Retail Trade

2012 NAICS Code	2012 NAICS U.S. Description	2017 NAICS Code	2017 NAICS U.S. Description
452111	Department Stores (except Discount Department Stores)		
452112	Discount Department Stores <i>insignificant perishable grocery sales</i>	452210	Department Stores
	<i>significant perishable grocery sales</i>		
452910	Warehouse Clubs and Supercenters	452311	Warehouse Clubs and Supercenters
452990	All Other General Merchandise Stores	452319	All Other General Merchandise Stores
454111	Electronic Shopping		
454112	Electronic Auctions	454110	Electronic Shopping and Mail-Order Houses
454113	Mail-Order Houses		

2012 NAICS Code	2012 NAICS U.S. Description	2017 NAICS Code	2017 NAICS U.S. Description
333911	Pump and Pumping Equipment Manufacturing		
333913	Measuring and Dispensing Pump Manufacturing	333914	Measuring, Dispensing, and Other Pumping Equipment Manufacturing
335221	Household Cooking Appliance Manufacturing		
335222	Household Refrigerator and Home Freezer Manufacturing		
335224	Household Laundry Equipment Manufacturing	335220	Major Household Appliance Manufacturing
335228	Other Major Household Appliance Manufacturing		

Visit the NAICS website for more information
(<https://www.census.gov/eos/www/naics/>)

NAICS Changes for 2017 (cont.)

- Information

2012 NAICS Code	2012 NAICS U.S. Description	2017 NAICS Code	2017 NAICS U.S. Description
512210	Record Production	512250	Record Production and Distribution
512220	Integrated Record Production/Distribution		
517110	Wired Telecommunications Carriers	517311	Wired Telecommunications Carriers
517210	Wireless Telecommunications Carriers (except Satellite)	517312	Wireless Telecommunications Carriers (except Satellite)

- Real Estate & Rental & Leasing

2012 NAICS Code	2012 NAICS U.S. Description	2017 NAICS Code	2017 NAICS U.S. Description
532220	Formal Wear and Costume Rental	532281	Formal Wear and Costume Rental
532230	Video Tape and Disc Rental	532282	Video Tape and Disc Rental
532291	Home Health Equipment Rental	532283	Home Health Equipment Rental
532292	Recreational Goods Rental	532284	Recreational Goods Rental
532299	All Other Consumer Goods Rental	532289	All Other Consumer Goods Rental

- Professional, Scientific, and Technical Services

2012 NAICS Code	2012 NAICS U.S. Description	2017 NAICS Code	2017 NAICS U.S. Description
541711	Research and Development in Biotechnology nanobiotechnologies research and experimental development laboratories except nanobiotechnologies research and experimental development laboratories	541713	Research and Development in Nanotechnology
		541714	Research and Development in Biotechnology (except Nanobiotechnology)
541712	Research and Development in the Physical, Engineering, and Life Sciences (except Biotechnology) nanotechnology research and experimental development laboratories except nanotechnology research and experimental development laboratories	541713	Research and Development in Nanotechnology
		541715	Research and Development in the Physical, Engineering, and Life Sciences (except Nanotechnology and Biotechnology)

Where to Access the 2017 Economic Census Data

QuickFacts

The screenshot shows the 'QuickFacts UNITED STATES' page. It features a navigation bar with links to TOPICS, GEOGRAPHY, LIBRARY, DATA, SURVEYS/PROGRAMS, NEWSROOM, and ABOUT US. Below the navigation bar, there's a search bar and a 'Select a fact' dropdown menu. A table is displayed with the following data:

All Topics	UNITED STATES
Population estimates, July 1, 2017, (V2017)	325,719,378
PEOPLE	

Data.census.gov

The screenshot shows the 'Explore Census Data' page on Data.census.gov. It includes the United States Census Bureau logo and the text: 'The Census Bureau is the leading source of quality data about the nation's people and economy.' Below this is a search bar with the placeholder text 'I'm looking for ...' and a link to 'Advanced Search'. At the bottom, there is a 'Send Feedback' button and the email address 'cedsci.feedback@census.gov'. To the right of the text, there is an illustration of a desktop monitor, a laptop, and a smartphone, all displaying data visualizations like maps and bar charts.

Census Business Builder 3.1

The screenshot shows the 'Census Business Builder: Small Business Edition - 2.6' interface. It is titled 'Determine the Best Location for Your Business'. The interface is divided into two main sections: '1. What type of business do you want to research?' and '2. Where are you considering locating the business?'. Section 1 includes icons for various business types like Computer Store, Food Services, Health Care, Personal Services, and Retail. Section 2 includes a 'My Location' search bar and a 'Go To Map' button. At the bottom, there is a 'Create Report' button.

2017 Economic Census Fun Facts

Data just released from the 2017 Economic Census

The 36,718 Administrative and Support and Waste Management and Remediation (NAICS 56) establishments in Florida reported 1.7 million employees in 2017.

www.census.gov/economiccensus

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Fun Facts

<https://www.census.gov/library/stories/2020/02/economic-census-measuring-a-changing-america.html>

<https://www.census.gov/programs-surveys/economic-census/library/visualizations.html>

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Data just released from the 2017 Economic Census

The 5,134 Health Care and Social Assistance (NAICS 62) establishments in New Mexico reported 127,808 employees in 2017.

www.census.gov/economiccensus

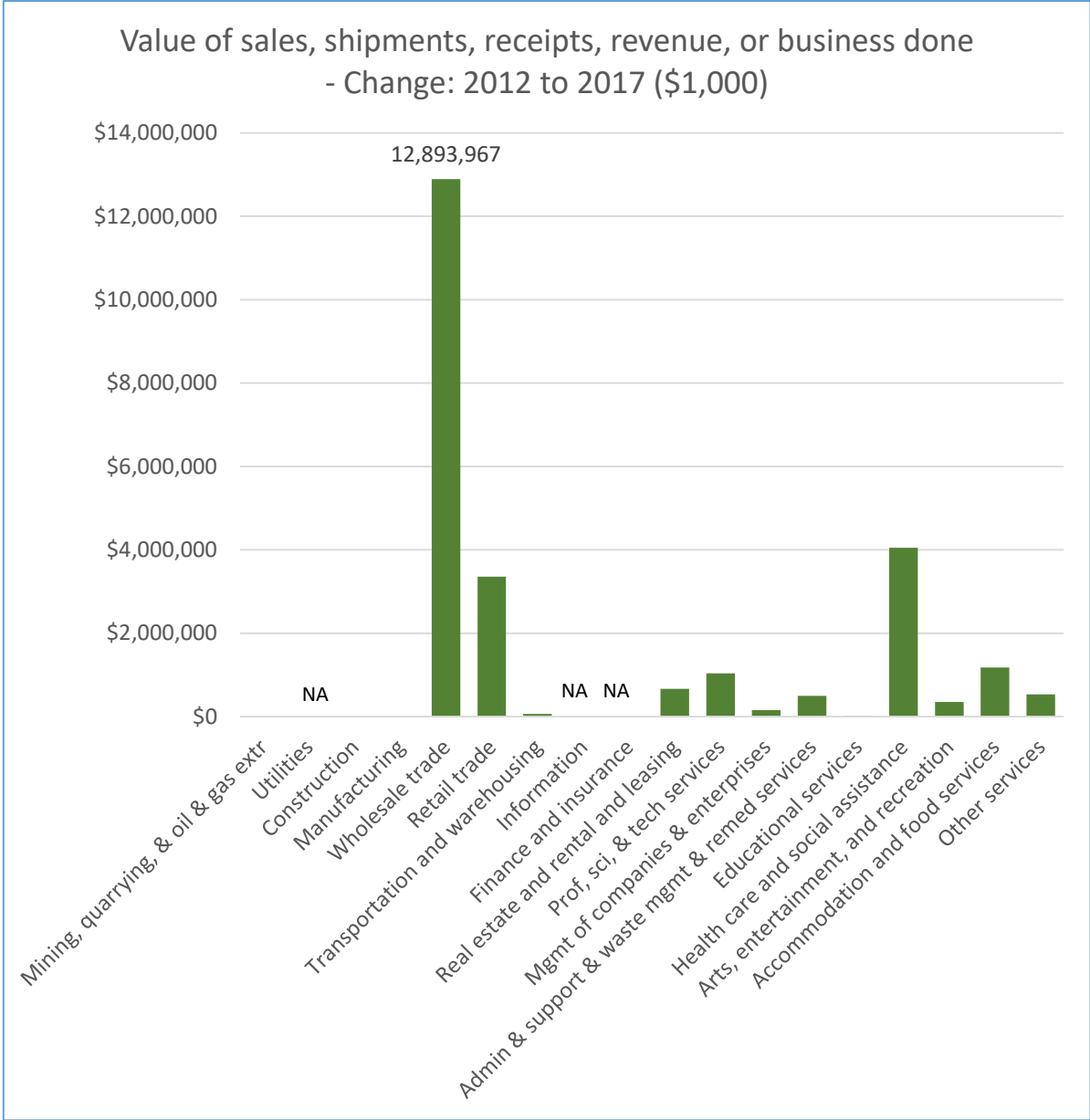
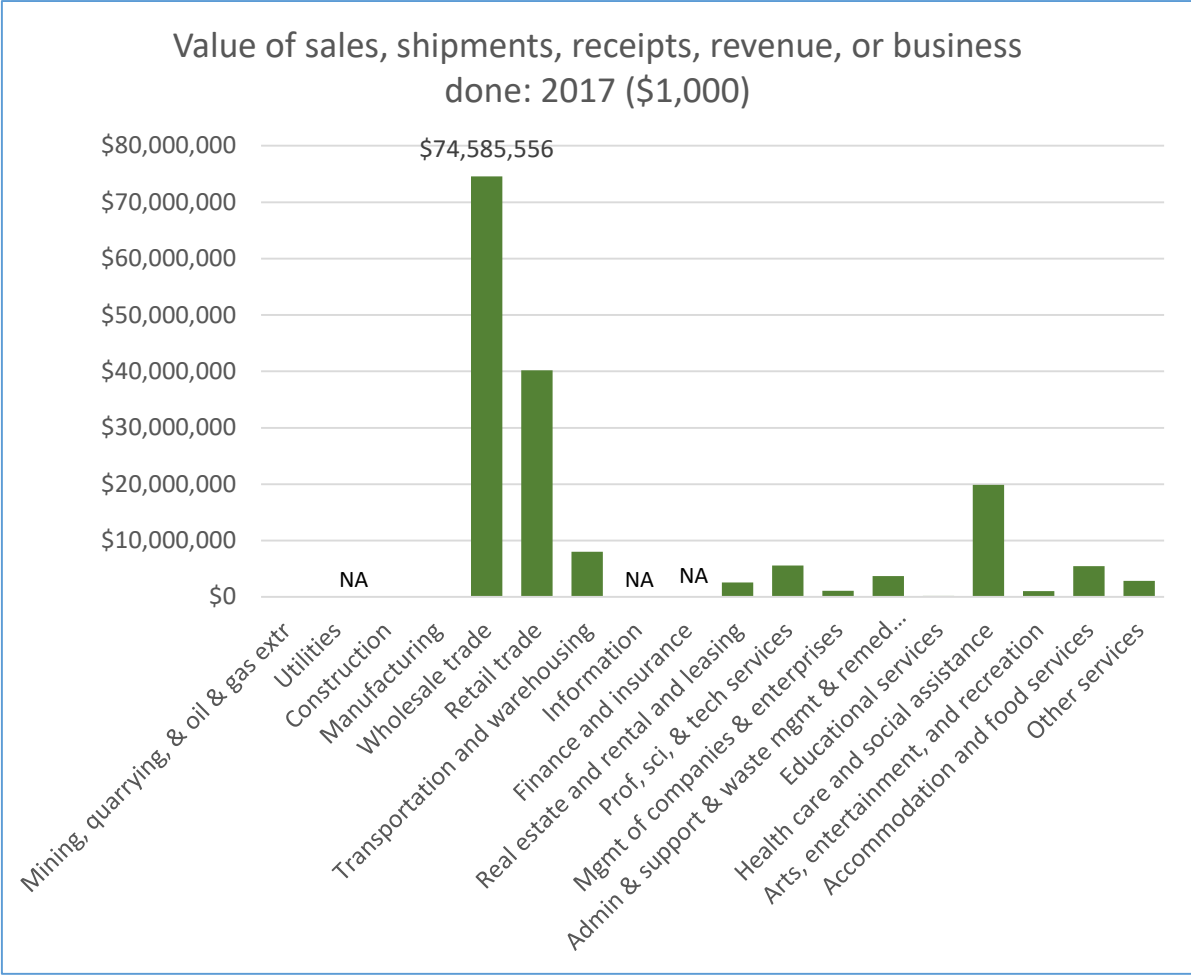
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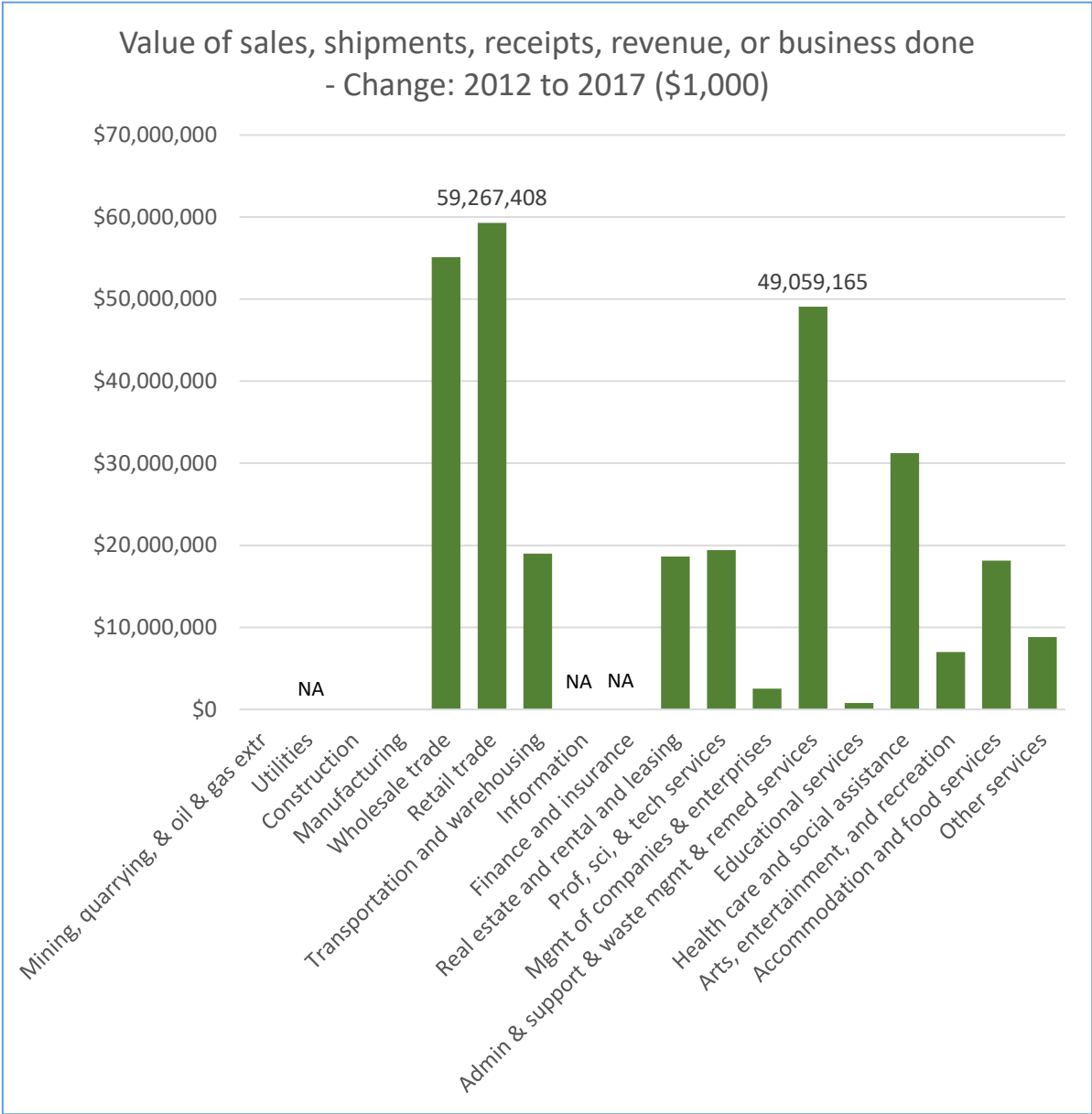
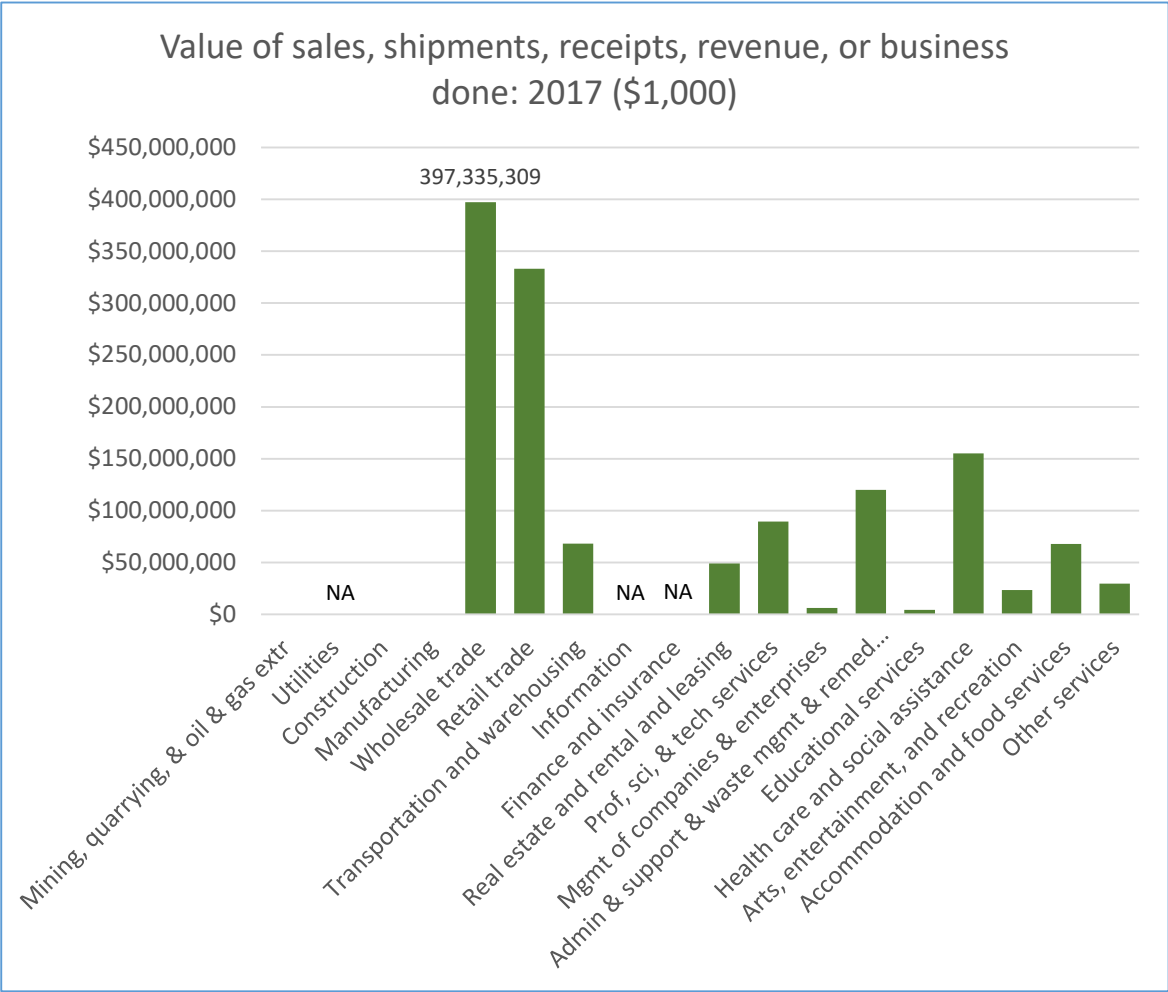


Fun Facts

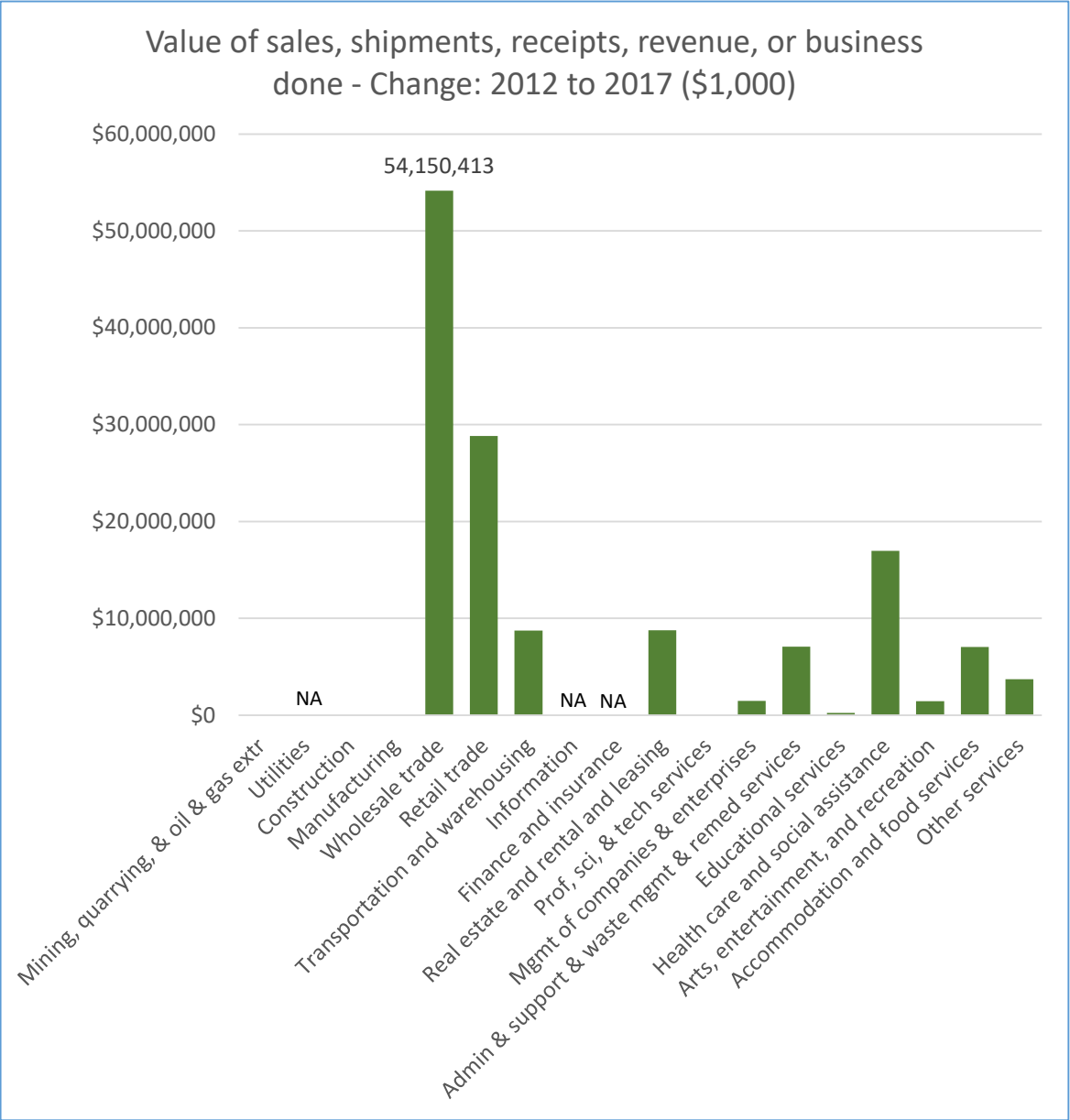
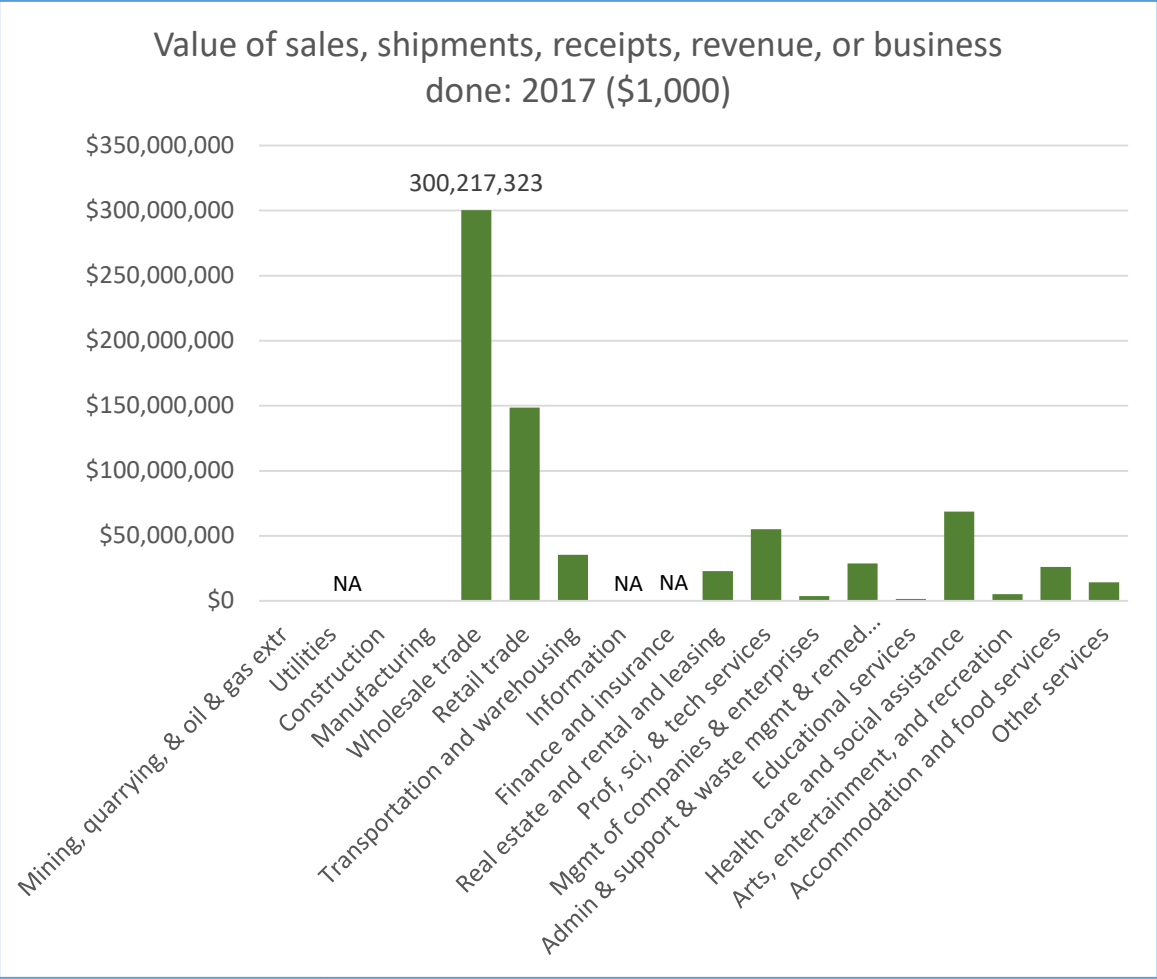
Selected Findings for Arkansas



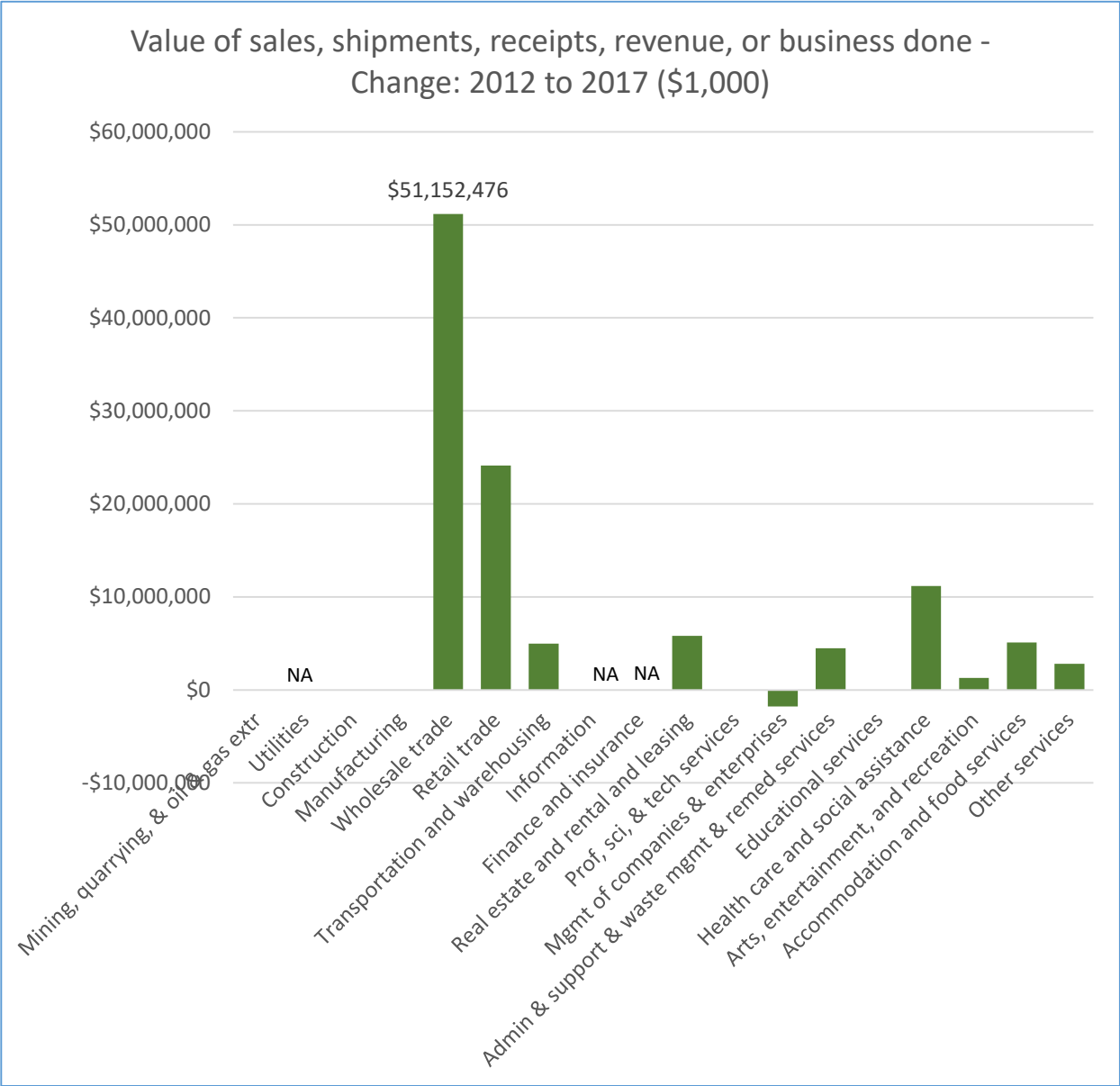
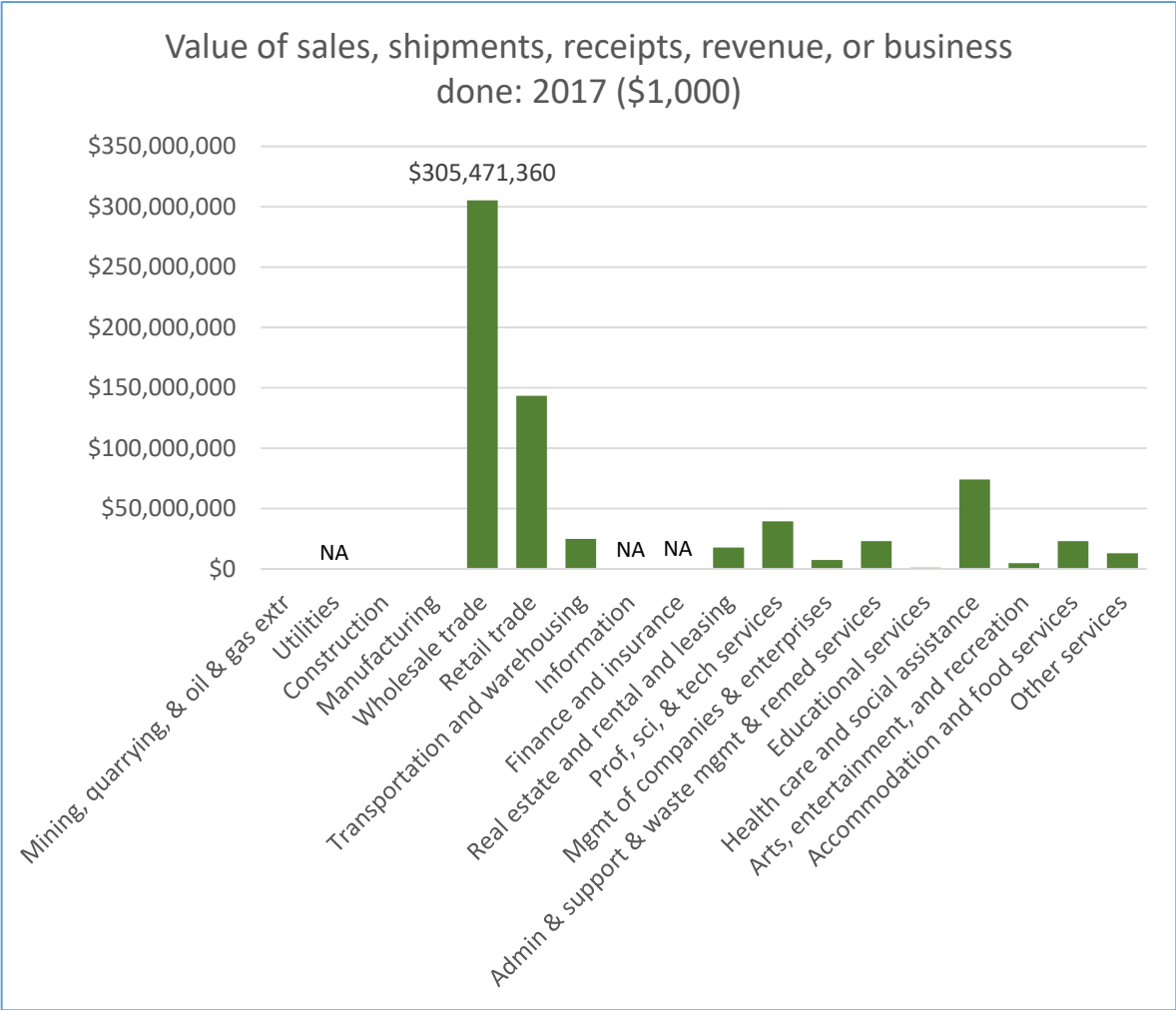
Selected Findings for Florida



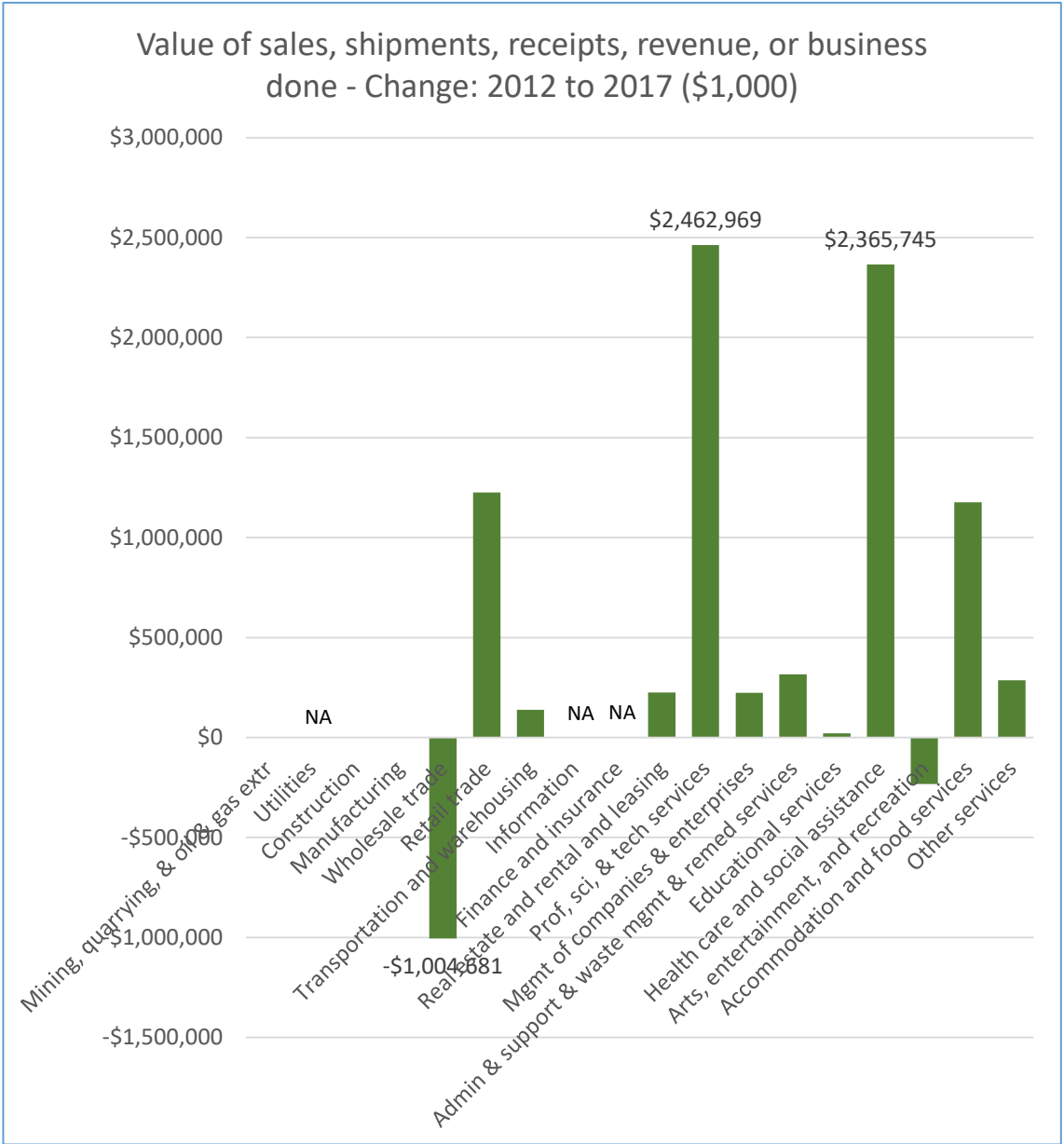
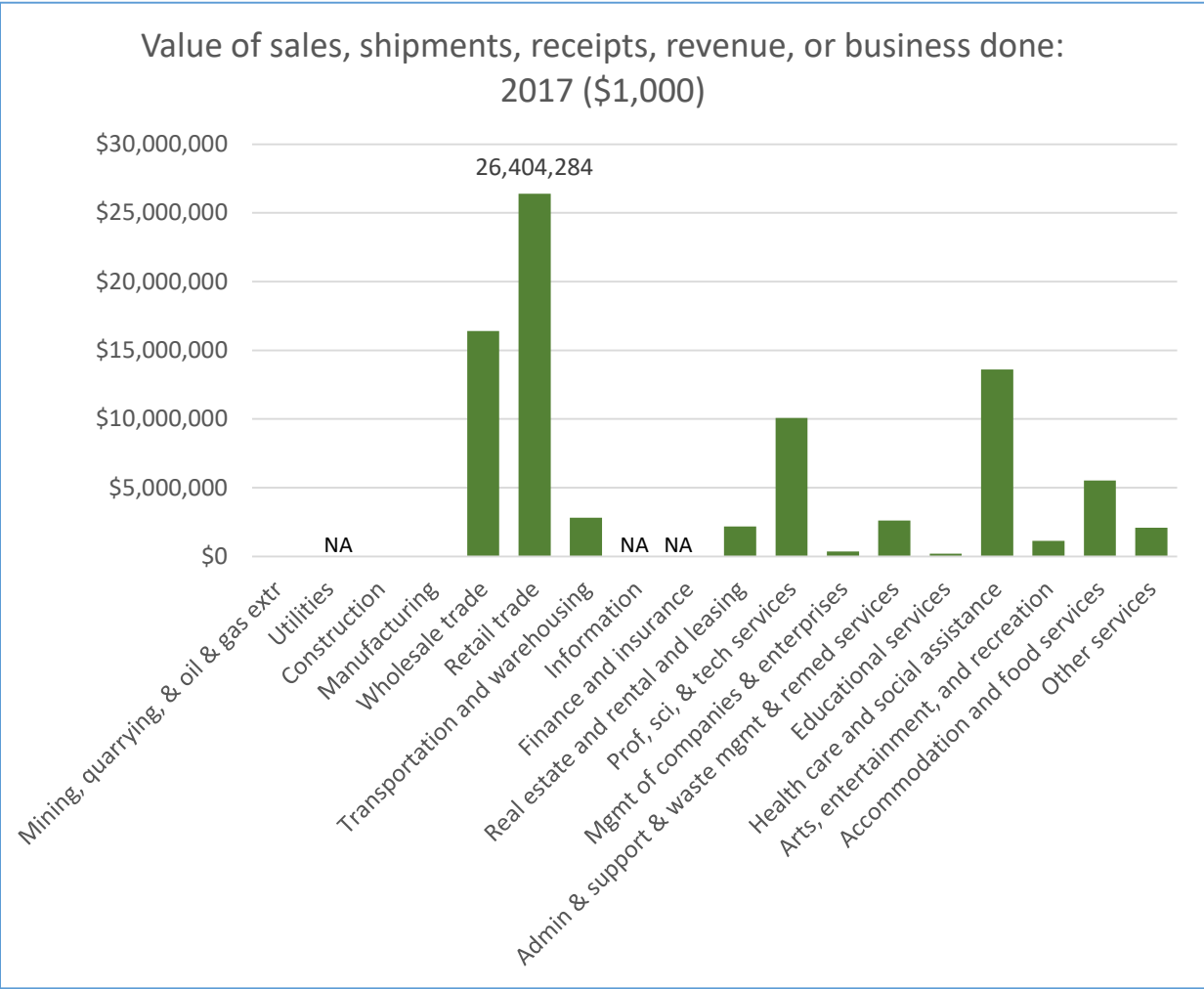
Selected Findings for Georgia



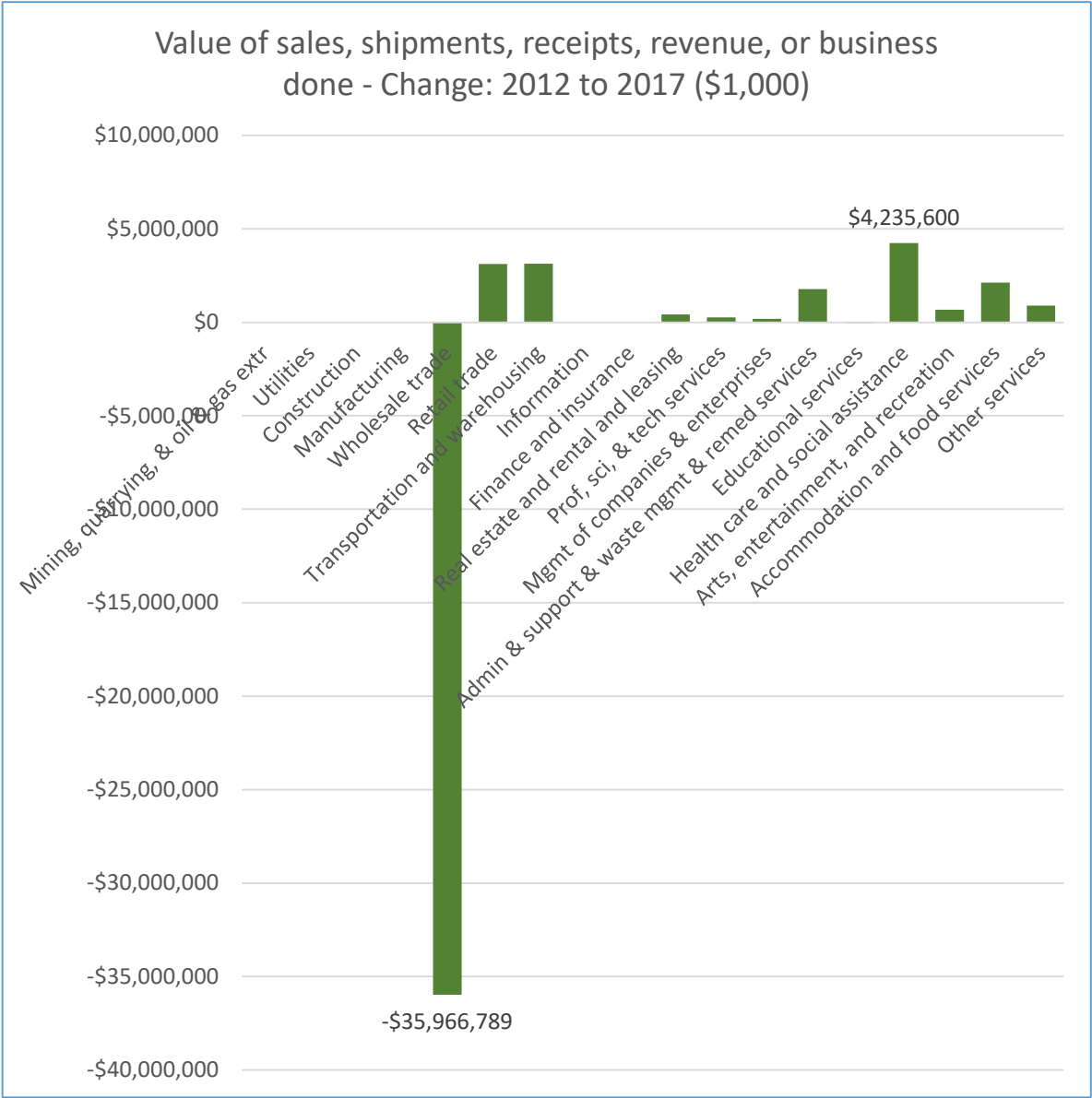
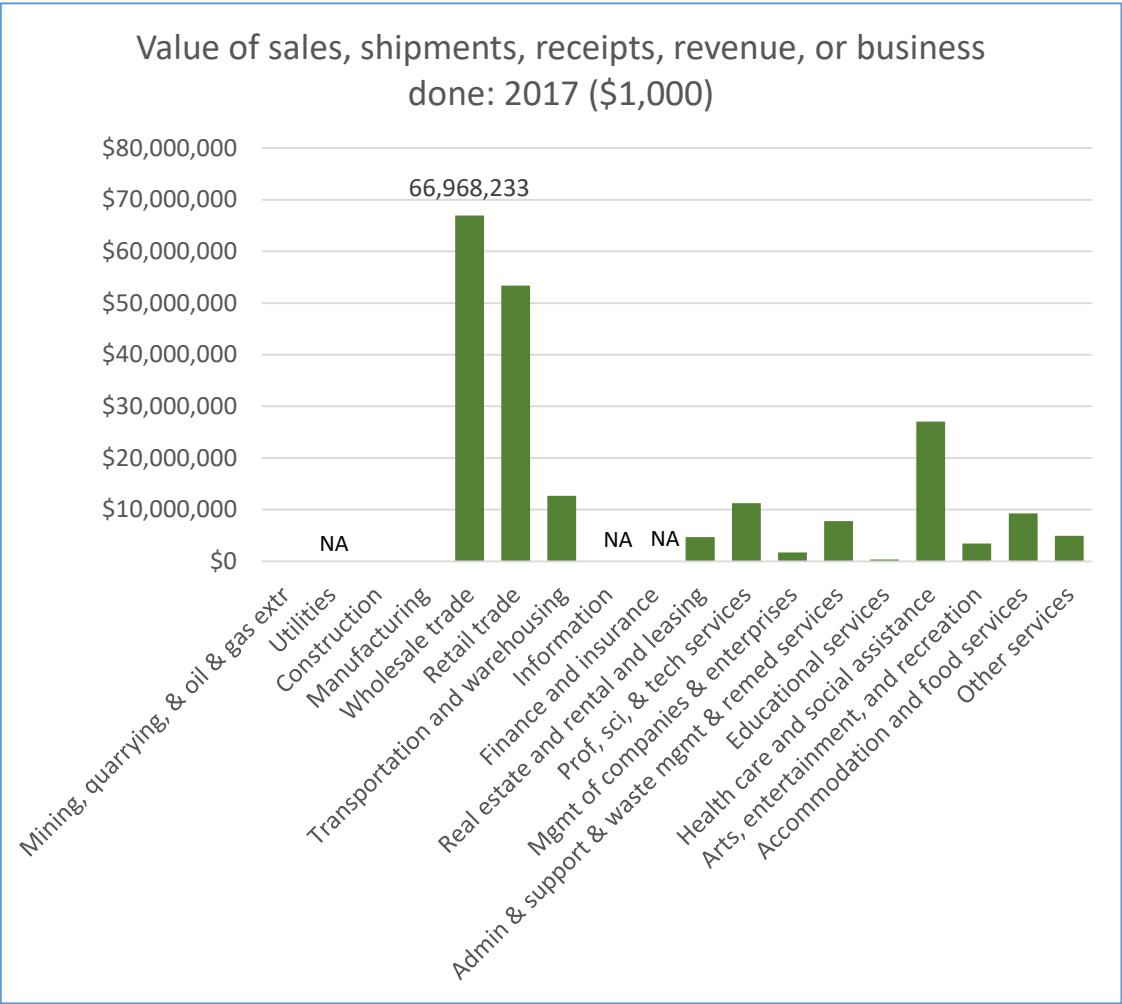
Selected Findings for Michigan



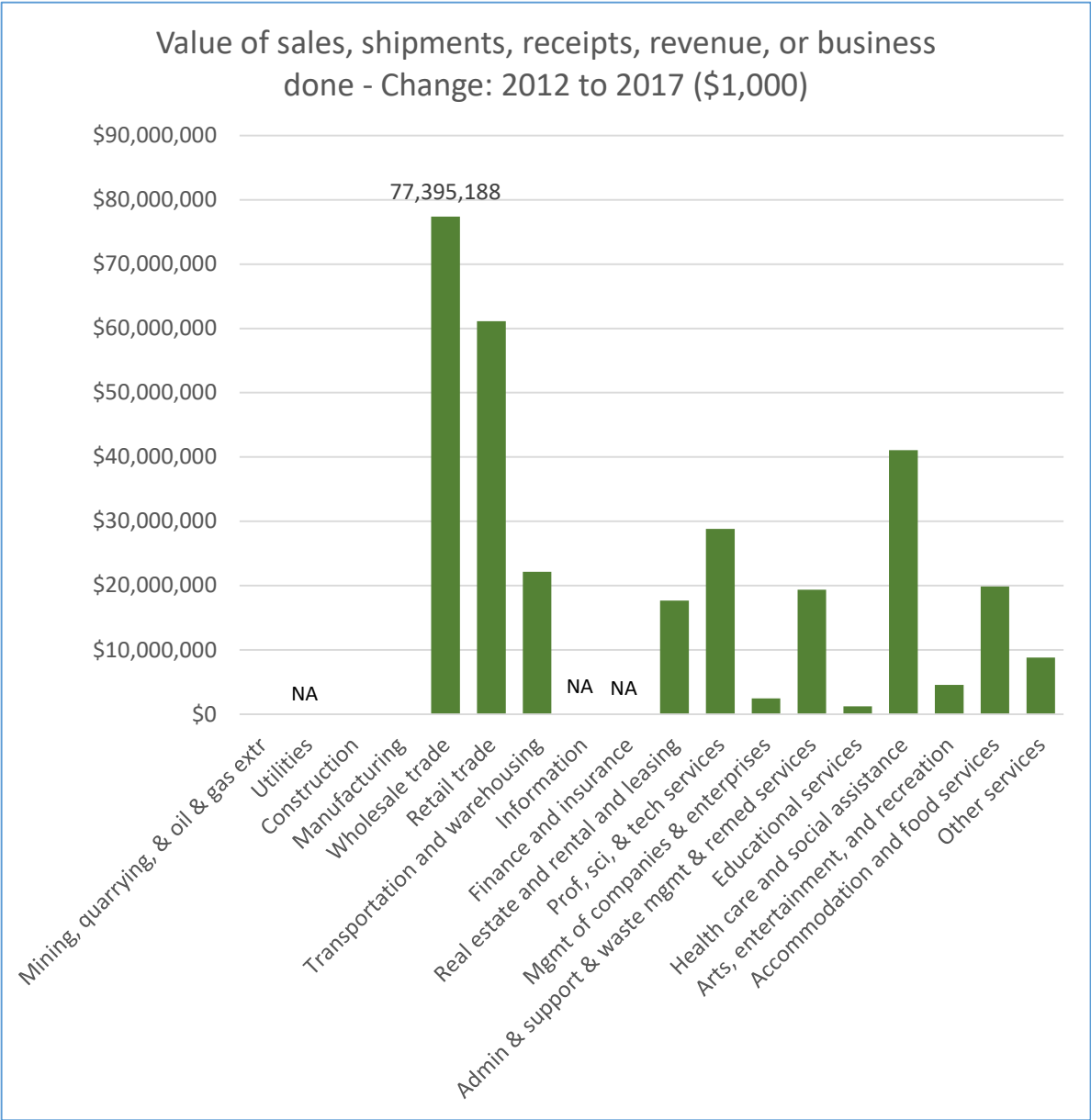
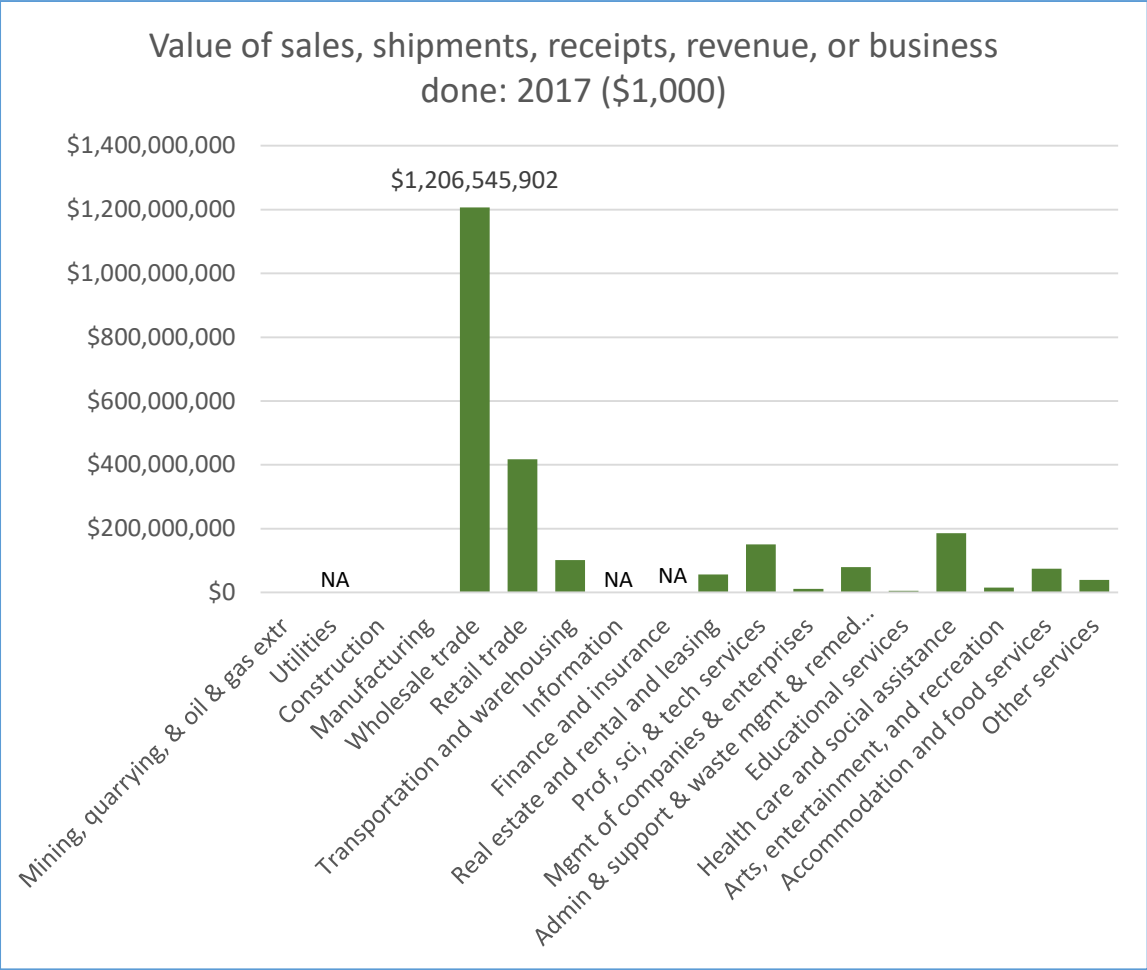
Selected Findings for New Mexico



Selected Findings for Oklahoma



Selected Findings for Texas



What's Coming Next

- **North American Product Classification System** (Nov 2020)
 - **Product Lines** provide a breakout of the products made and sold and services provided by businesses
 - In 2012 EC, data for Mining & Manufacturing, Construction, and Other Sectors released separately
- **Establishment & Firm Size** releases (Nov 2020 – Sept 2021)
 - Consolidated into 7 tables (separate tables in 2012); Size categories standardized
- **Miscellaneous Subjects** tables
 - 38 tables dropped and 7 tables added
 - Consolidation of **Class of Customer**, **Enterprise Support**, and **Exported Services** releases

Establishment and Firm Size Statistics	Estab & Firm Size Summary Statistics by Revenue Size of Establishments	November 2020 - September 2021
	Estab & Firm Size Summary Statistics by Employment Size of Establishments	
	Estab & Firm Size Summary Statistics for Single Unit and Multiunit Firms	
	Estab & Firm Size Summary Statistics by Revenue Size of Firms	
	Estab & Firm Size Summary Statistics by Employment Size of Firms	
	Estab & Firm Size Summary Statistics by Concentration of Largest Firms	
	Estab & Firm Size Summary Statistics by Legal Form of Organization	
Miscellaneous Statistics	Manufacturing: Detailed Statistics for the U.S.	
	Construction: Detailed Statistics for the U.S., Regions, and States	
	Mining: Detailed Statistics for the U.S.	
	Mining: Miscellaneous Subjects	
	Construction: Miscellaneous Subjects	
	Manufacturing: Miscellaneous Subjects	
	Services: Miscellaneous Subjects	
	Wholesale Trade: Miscellaneous Subjects	
	Retail Trade: Miscellaneous Subjects	

Visit the NAPCS website and Concordance Tables for more information (<https://www.census.gov/programs-surveys/economic-census/guidance/understanding-napcs.html>)

Summary

- The **Economic Census** provides a wealth of business data
 - Learn more at <https://www.census.gov/programs-surveys/economic-census.html>
- The data are released on a **flow basis** (all states/sectors will be complete in August 2020) and **more data is coming**
 - Learn more at <https://www.census.gov/programs-surveys/economic-census/news-updates/releases.html>
- **Geography changes** constantly... make sure data are comparable
 - Learn more at <https://www.census.gov/programs-surveys/economic-census/geographies.html>
- The 2017 EC provides data on the new **2017 NAICS** basis
 - Learn more at <https://www.census.gov/eos/www/naics/>
- The data are now being released on **data.census.gov**
- More data is coming...

Q & A and Thank You!

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